

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Original) A method of controlling the functionality of an application program, comprising:
  - contacting a server;
  - receiving a response from the server, the response containing a token;
  - interpreting information contained in said token; and
  - invoking a level of functionality in said application program in accordance with said token.
2. (Original) The method of claim 1, wherein said application program comprises a web browser and the response includes a document.
3. (Original) The method of claim 1, wherein said token is encrypted and the method further comprising decrypting said token.
4. (Original) The method of claim 3, wherein said token is a hash of said server's domain name.
5. (Original) The method of claim 3, wherein said token is a digital certificate based on said server's domain name.
6. (Original) The method of claim 1, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.
7. (Original) The method of claim 1, wherein said application program comprises a browser control that invokes a viewer.
8. (Original) A method of affecting the functionality of an application program, said method comprising:

contacting a server;  
requesting a document on said server;  
parsing a response from said server for a token;  
interpreting information contained in said token; and  
invoking a level of functionality in said application program in accordance with said information contained in said token.

9. (Original) The method of claim 8, wherein said application program comprises a web browser and the response includes a document.

10. (Original) The method of claim 8, wherein said token is encrypted and the method further comprising decrypting said token.

11. (Original) The method of claim 10, wherein said token is a hash of said server's domain name.

12. (Original) The method of claim 10, wherein said token is a digital certificate based on said server's domain name.

13. (Original) The method of claim 8, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.

14. (Original) The method of claim 8, wherein said application program comprises a browser control that invokes a viewer.

15. (New) A method for content providers to control features that are presented in a browser, said method comprising:

providing a token to a web site;  
associating said token with said web site;  
receiving at said web server a request for information for a web site from a browser;

invoking a level of functionality of said web site at said browser based on a presence or absence of said token.

16. (New) The method of claim 15, wherein invoking a level of functionality of said web site at said browser further comprises:

invoking a full level of functionality of said web site at said browser for web sites having one of said tokens; and

invoking a reduced level of functionality of said web site at said browser for web sites not having one of said tokens.

17. (New) The method of claim 15, wherein associating said token with said web site and invoking a level of functionality of said web site further comprises preventing unauthorized use of content.

18. (New) The method of claim 15, wherein providing a token to a web site further comprises:

centralizing said tokens under the control of a centralized vendor; and  
collecting a fee from web sites for use of said tokens.